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Press Release

inCOMMON Community Development makes an impact – and powerful statement – in Park Avenue neighborhood by turning strip club into community center.

Omaha, NE May 11, 2011 - inCOMMON Community Development announced today its plans to open up a community center where longstanding Sheri's Show Club once operated. This iconic Park Avenue building was purchased in late 2010 by Kohll's Pharmacy & Homecare for future *business* expansion, but instead of sitting vacant will benefit the local community as the only community center in this historic, downtown neighborhood.

"This is a generous and noble act on the part of Kohll's," said Christian Gray, Executive Director of inCOMMON. "Instead of sitting idly on this great community resource, they've readily agreed to leverage the building – headaches and all – to the common good of the community. Kohll's is a great example of a business operating at a double-bottom-line level: benefiting the community both economically and socially."

And the anticipated social benefits of inCOMMON's community center are impressive. The center is designed to provide a range of support and services for low-income and other at-risk residents in the area. The focus will be on building community support networks, providing preventative and emergency services, and increasing personal and employment success in an effort to assist residents in the attainment of healthy home and neighborhood conditions that promote successful and sustainable lives.

The inCOMMON community center will operate through a growing collaborative effort between inCOMMON staff and volunteers, the UNO School of Social Work, Big Gardens, and partnering faith communities, neighborhood associations, and local residents. The community center has received letters of support from both the Mayor's Office and Destination Midtown.

"The collaborative nature of the community center is one of the most exciting and impactful components of this project," said Mike Battershell, board member of Midtown Neighborhood Alliance and President of the Hanscom Park Neighborhood Association. "This truly will be a center 'owned and operated' by the community at-large."

The "icing on the cake," Gray emphatically reiterates, is location where the first community center in Park Avenue will be housed. "The transformation from a strip-club to a community center is a powerful symbol of the health, vibrancy, and hope we envision for all neighborhoods."

inCOMMON is currently enlisting the support of additional community volunteers to help make this a bright, vibrant place where community can thrive. Interested individuals and groups are encouraged to contact inCOMMON through their website (www.inCOMMONcd.org) to sign-up or get additional information.

Please contact Calvin Smothers 402.933.6672 or calvin@inCOMMONcd.org for more information, quotes, pictures...etc.